
Subject: 2019 Niagara Children's Water Festival**Report to:** Public Works Committee**Report date:** Tuesday, August 6, 2019

Recommendations

1. That Report PW 45-2019 **BE RECEIVED** for information.

Key Facts

- The Niagara Children's Water Festival (NCWF) educates grade three and four students from throughout the region on the importance of water and how they can make informed decisions about their water habits
- The NCWF is a collaborative event held in partnership between Niagara Region, City of St. Catharines, Ontario Power Generation (OPG) and the Niagara Peninsula Conservation Authority (NPCA)
- The 2019 NCWF took place from May 7 to 10 at Ball's Falls Conservation Area, with over 4,000 attendees
- This year's events marks the 16th annual NCWF

Financial Considerations

Niagara Region supports the majority of the NCWF budget as part of its approved Water operating budget.

The total 2019 NCWF approved funding from Niagara Region was \$85,000. In addition, the NCWF receives donations from our partners, the City of St. Catharines and Ontario Power Generation (OPG). The sponsorship program was re-developed in 2019 which resulted in additional funding from GM BluePlan and other suppliers. The NCWF also applied for, and successfully obtained, a grant from the TD Friends of the Environment Fund. As a result, funding for the NCWF totalled \$112,750 (see Table 1). Actual expenditures as shown in Table 2 totalled \$93,435, resulting in a surplus of \$19,315.

Table 1: 2019 Niagara Children's Water Festival Sources of Funding

Item	2019 Budget	2019 Actual
The Regional Municipality of Niagara	\$85,000	\$85,000
City of St. Catharines	\$5,000	\$6,000
OPG	\$4,000	\$5,000
GM BluePlan	-	\$5,000
TD Friends of the Environment Fund	\$5,000	\$5,000
CIMA+	-	\$1,500

Item	2019 Budget	2019 Actual
Romag Contracting	-	\$1,000
Walkers Industries	-	\$1,000
V. Gibbons Contracting Ltd.	-	\$1,000
Alfred Beam Excavating	-	\$500
Associated Engineering	-	\$500
Environmental Infrastructure Services Inc.	-	\$500
Kerry T. Howe	-	\$500
R.V. Anderson Associates Limited	-	\$250
	\$99,000	\$112,750

Table 2: 2019 Niagara Children's Water Festival Budget Summary

Item	2019 Budget	2019 Actual
Service Providers	\$2,000	\$2,018
Equipment and Supplies	\$7,000	\$4,582
Rentals	\$5,700	\$4,990
Promotions and Marketing	\$5,500	\$6,018
Tents	\$25,400	\$21,938
Transportation	\$25,000	\$24,901
Food and Hospitality	\$7,000	\$7,263
Health and Safety	\$1,000	\$900
Staff Expenses	\$1,800	\$473
Miscellaneous	\$500	-
Site Rental	\$15,000	\$20,352
	\$95,900	\$93,435

Actual amounts include 1.76% non-refundable HST

Net Difference	\$3,100	\$19,315
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Analysis

In 2019, the NCWF was visited by over 3,600 grade three and four students, 170 teachers and approximately 400 parents. Attendees participated in the 43 activity centres offered at this year's festival that focused on five key messages; water attitude, water conservation, water protection, water science and water technology. Four new activity centres were added to this year's festival, three of which were delivered by community partners. These activity centres focused on water safety, benefits of tap water, geography of Niagara and aboriginal perspectives on water.

The success of the NCWF depends largely on volunteers who play an essential role in execution of the NCWF. Each activity centre is presented by volunteers representing a variety of environmental professions while other volunteers assist in areas such as transportation and traffic control, set up and tear down, food services and maintenance.

Festival volunteers are recruited from partner organizations as well as several other supporting organizations. Nearly 100 volunteers are needed each day of the festival. In 2019 the following organizations provided NCWF volunteers:

- Niagara Region- Water and Wastewater Services Division
- Niagara Region- Public Health Department
- Niagara Region- Waste Management Services Division
- Niagara Region- Long Term Care
- City of St. Catharines
- Ontario Power Generation
- Niagara Peninsula Conservation Authority
- Associated Engineering
- Bass Pro Shop
- Brock University
- City of Niagara Falls
- City of Welland
- City of Thorold
- Land Care Niagara
- Geospatial Niagara
- HJS Solutions
- Ministry of Environment, Conservation and Parks
- Niagara College
- Niagara Drowning Prevention Coalition
- Niagara Restoration Council
- Niagara River Remedial Action Plan
- R.V. Anderson Associates Limited
- Town of Lincoln Fire Department
- Town of Lincoln
- Town of Pelham
- Township of Wainfleet
- Walker Industries
- Various Community Volunteers

Additionally, approximately 30 secondary school students support the NCWF each day. A special thank you to students and staff from E.L. Crossley, Dennis Morris, Sir Winston Churchill, Blessed Trinity, Beamsville Secondary School and Notre Dame who offered their time to assist with execution of the 2019 festival.

As part of the 2019 NCWF, a 'Name the Mascot' contest was hosted to name Water and Wastewater's newly acquired water drop mascot. A total of 48 submissions were received and Assumption Catholic School in St. Catharines submitted the winning name, H2jO. H2jO was on-site during the festival to greet the students and provided photo opportunities during lunch time.

A media release was issued by Niagara Region on May 7, 2019, in addition to promotion on the Niagara Region and NPCA's social media channels. The NCWF was featured in local newspapers and on YourTV. There was also media coverage of our Sponsor Recognition event.

Positive feedback and continuous improvement recommendations were collected through debrief meetings and teacher and volunteer feedback surveys. These recommendations will be considered when planning for the 2020 NCWF.

Overall, the 2019 NCWF ran successfully, garnered positive feedback from all stakeholders and provided education to students and adults about the importance of our region's water resources while building and fostering positive community relationships. The ongoing support of council for this worthwhile event is appreciated and acknowledged.

Alternatives Reviewed

All logistical aspects of the NCWF remained as status quo. Alternative site locations for the NCWF were reviewed in 2018/2019 and as a result the festival will be initiating a new partnership with Brock University and the festival will be moving to Brock University Campus in 2020.

Relationship to Council Strategic Priorities

This report connects to Council's Strategic Priority of building a labour ready workforce by educating and exposing local area students to careers and skills in the water and wastewater services through the Niagara Children's Water Festival. Furthermore, the Festival aligns with the priority of doing business differently by developing and encouraging partnerships between the Region, local area municipalities, local organizations and businesses.

Other Pertinent Reports

Not applicable.

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Appendices

Appendix 1 2019 Niagara Children's Water Festival Summary Report